

CONTRACT



WCAU
10 Monument Road
Bala Cynwyd, PA 19004
(610) 668-5510

www.nbcphiladelphia.com

And:

SHORR JOHNSON MAGNUS
1831 CHEST NUT STREET
PHILADELPHIA, PA 19103

Contract / Revision		Alt Order #
343274 /		
Product		
General		
Contract Dates	Estimate #	
10/23/12 - 10/29/12		
Advertiser		Original Date / Revision
BOB CASEY FOR SENATE		10/22/12 / 10/22/12
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WCAU	Aaron Zeligson	Philadelphia NS
Special Handling		
Demographic		
RA35+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	
06431	28711	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount							
N 1	WCAU	10/23/12	10/29/12	6A-7A M-F	6A-7A M-F		:30			NM	10	\$6,000.00							
LUR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 10/22/12		10/28/12		- TWTF--		8		\$600.00											
Week: 10/29/12		11/04/12		M-----		2		\$600.00											
N 2	WCAU	10/23/12	10/29/12	7A-9A TODAY SHOW	7A-9A M-F		:30			NM	8	\$12,000.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 10/22/12		10/28/12		- TWTF--		5		\$1,500.00											
Week: 10/29/12		11/04/12		M-----		3		\$1,500.00											
N 3	WCAU	10/23/12	10/29/12	630-7p Nightly News	630-7p		:30			NM	5	\$6,000.00							
LUR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 10/22/12		10/28/12		- TWTF--		4		\$1,200.00											
Week: 10/29/12		11/04/12		M-----		1		\$1,200.00											
N 4	WCAU	10/23/12	10/29/12	7P-730P M-F	7P-730P M-F		:30			NM	3	\$3,450.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 10/22/12		10/28/12		- TWTF--		2		\$1,150.00											
Week: 10/29/12		11/04/12		M-----		1		\$1,150.00											
N 5	WCAU	10/23/12	10/29/12	11-1135P M-F LATE NEWS	11P-1135P		:30			NM	5	\$12,000.00							
CDR																			
Start Date		End Date		Weekdays		Spots/Week		Rate											
Week: 10/22/12		10/28/12		- TWTF--		4		\$2,400.00											
Week: 10/29/12		11/04/12		M-----		1		\$2,400.00											
N 6	WCAU	10/23/12	10/26/12	TONIGHT SHOW W/JAY LE	1135P-107A		:30			NM	8	\$6,000.00							
CDR																			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
343274 /	

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	General	

Advertiser	Original Date / Revision
BOB CASEY FOR SENAT	10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	- TWTF --				8	\$750.00			
N 7	WCAU	10/29/12	10/29/12	TONIGHT SHOW W/JAY LE	1135P	-	:30			NM	1	\$550.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$550.00			
N 8	WCAU	10/23/12	10/26/12	3P-4P M-F ELLEN				3P-4P M-F		NM	3	\$2,250.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	- TWTF --				3	\$750.00			
N 9	WCAU	10/29/12	10/29/12	3P-4P M-F ELLEN				3P-4P M-F		NM	1	\$500.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$500.00			
N 10	WCAU	10/23/12	10/26/12	4P-5P NBC10 NEWS				4-5P M-F		NM	4	\$2,600.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	- TWTF --				4	\$650.00			
N 11	WCAU	10/29/12	10/29/12	4P-5P NBC10 NEWS				4-5P M-F		NM	2	\$800.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				2	\$400.00			
N 12	WCAU	10/23/12	10/26/12	5-6P NBC10 NEWS @ 5	M-15-6P	M-F				NM	4	\$3,400.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	- TWTF --				4	\$850.00			
N 13	WCAU	10/29/12	10/29/12	5-6P NBC10 NEWS @ 5	M-15-6P	M-F				NM	2	\$1,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				2	\$500.00			
N 14	WCAU	10/23/12	10/26/12	6P-630P NBC10 NEWS				6P-630P M-F		NM	4	\$4,600.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	- TWTF --				4	\$1,150.00			
N 15	WCAU	10/29/12	10/29/12	6P-630P NBC10 NEWS				6P-630P M-F		NM	1	\$800.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$800.00			
N 16	WCAU	10/27/12	10/27/12	7A-9A SATURDAY				7A-9A SA		NM	1	\$550.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-----S-				1	\$550.00			
N 17	WCAU	10/27/12	10/27/12	7-8P SAT ACCES/FOODIES	7-8P					NM	1	\$475.00
		CDR										

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FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	General	
Advertiser		Original Date / Revision
BOB CASEY FOR SENAT		10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-----S-				1	\$475.00			
N 18	WCAU	10/27/12	10/27/12	6P-630P NEWS SAT	6P-630P		:30			NM	1	\$850.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-----S-				1	\$850.00			
N 19	WCAU	10/28/12	10/28/12	1030-1130A SU MEET PRES	1030A-1130A SU		:30			NM	1	\$2,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-----S				1	\$2,000.00			
N 20	WCAU	10/28/12	10/28/12	1135P-1205A SU FINAL	1135P-1205A SUN		:30			NM	1	\$1,100.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-----S				1	\$1,100.00			
N 21	WCAU	10/23/12	10/23/12	8-9P TU THE VOICE-RESUL	8P-9P		:30			NM	1	\$3,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-T-----				1	\$3,000.00			
N 22	WCAU	10/23/12	10/23/12	10-11P TUE PARENTHOOD	10P-11P		:30			NM	1	\$3,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/22/12	10/28/12	-T-----				1	\$3,000.00			
N 23	WCAU	10/29/12	10/29/12	8-10P MO THE VOICE	8P-10P		:30			NM	1	\$6,000.00
		LUR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$6,000.00			
N 24	WCAU	10/29/12	10/29/12	10-11P REVOLUTION	10P-11P		:30			NM	1	\$4,800.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$4,800.00			
N 25	WCAU	10/29/12	10/29/12	VARIOUS/ OVERNIGHT	2a-5a M-SU		:30			NM	1	\$25.00
		CDR										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	M-----				1	\$25.00			

Totals

71 \$83,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	53	\$58,825.00	\$50,001.25
10/29/12 - 10/29/12	18	\$24,925.00	\$21,186.25
Totals	71	\$83,750.00	\$71,187.50

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343274 /		
Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	General	
Advertiser		Original Date / Revision
BOB CASEY FOR SENAT		10/22/12 / 10/22/12

Signature: _____ **Date:** _____

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